

## 2012 Idaho Travel Council Memo

IDAPA [67-4712](#), [15](#),  
[17](#)  
AR [011](#)

The Idaho Travel Council (ITC) oversees the Idaho Regional Travel & Convention Grant Program which distributes grant funds to non-profit, incorporated organizations which have in place a viable travel or convention promotion program in their area of operation. Preference is given to programs of destination marketing organizations (DMO's) with a primary focus of promoting overnight visitation in their area. Consistent with its goals to promote the state of Idaho & the designated travel regions within the state, the following summarizes the grant program marketing priorities endorsed by the current Council:

IDAPA [67-4715](#)

- Meaningful program enhancements to develop and promote scenic attractions and tourist assets of the state. A constant process of review and re-evaluation is very much encouraged. Innovation is refreshing and appreciated. Stagnant programs that have become dated and cannot prove results will not receive high priority by the ITC.

AR  
[221.02.i](#)  
GG [13.6](#)

- Timely & thorough grant reporting with measurable results included (Return on Investment) that validate best use of the grant marketing dollars to achieve overnight stays are of high interest to the Council.

GG [1.1](#);  
1.7; [6.4](#)

- Use of cooperative marketing opportunities (either with state offerings or ones created within a region or community w/other tourism associations/private tourism businesses) is highly encouraged! Such partnerships are encouraged and supported to leverage budget and market penetration.

GG [1.7](#)

- Collaboration and consolidation of marketing projects to avoid unnecessary duplication and better serve the tourism customer is a primary focus. Use of the current State Tourism Marketing Plan as a strategy for developing marketing projects is strongly encouraged. The Division of Tourism offers grantees and other businesses the opportunity to partner and align with them to leverage dollars and messaging.

GG [3.0](#);  
[4.0](#)

- Engage in electronic and social media opportunities, as appropriate, to provide effective marketing programs that have the ability to target broader or more specific niche audiences.

AR 011;  
022.01;  
Grant  
Contract  
Parag.1;  
Article VIII

- Consolidation of smaller DMO's into regional associations for efficiency of grant administration for the state office & grantee organization. This should also build efficiency in programs through cooperation, collaboration & consolidation of programs.

GG 1.1;  
12.4; AR  
201.03;  
Grant  
Contract  
Article VII

- A seamless grant administration track record does factor into consideration for future grant funding.

- Match – The council is looking for evidence of more than the required 12.5% cash match to show community/partner buy-in. Please indicate all anticipated partner match in grant application cash match section – don't limit the application amount to just 12.5% if more cash match is anticipated.

AR  
018.01&  
03; 11.0;  
Grant  
Contract  
Article IV

- Capital Outlay –When considering capital outlay items, remember this is a marketing/promotional program - not bricks and mortar [structural] or signage program.

## 2011 - 2012 Idaho Travel Council Memo (cont.)

### When planning grant projects keep the following items in mind:

AR [010.4](#);  
Grant  
Contract  
[Article IV](#)

IDAPA [67-4712](#)

AR [017](#);  
IDAPA [67-4717](#)

GG [12.7](#)

AR  
[017,019](#);  
G.Contract  
[P. 1](#);  
Article [II](#);  
IDAPA  
[67-4711,18](#)

- Projects must adhere to established Grant Program Guidelines and Administrative Rules. If in doubt, pre-approval is encouraged prior to proceeding.
- Project results must be measureable. Projects lacking capability to show ROI are not suited for the ITC grant program regardless of the merits of the project. Documentation of Return on Investment is important to the Council when considering eligible projects.
- Do not assume the ITC grant program is an entitlement for future funding based on past funding. Eligible projects must be applied for annually and be consistent with legislative policy. Use of grant funds to keep an already successful event afloat will not receive high funding priority unless the event project is a marquee event that assists in the further promotion of the entire state. When in doubt consult your regional ITC representative.
- Multiple open grants are a red flag. A grantee is allowed a maximum of two (2) open grants at any one time with the following important exception: A grantee can have only one grant open on **June 1** for an application to be considered for the next grant cycle.
- Advertising programs must support the goal of overnight stays. Grants are awarded specifically to non-profit tourism focused organizations to promote activities that increase overnight travel, and thus tax revenues, to and within the state. Advertising in local publications typically does not meet the intent of the ITC grant program i.e. to generating overnight stays at Idaho lodging properties. Exceptions, although not the rule, may be allowed with prior approval of the region's ITC representative. (Grant Guideline 1.0)

\*\* IDAPA – Idaho Code Section 67, followed by title

\*\* AR – Administrative Rule, ITC Grant Handbook, Appendix C

\*\* GG – Grant Guidelines, ITC Grant Handbook